

Media Kit



Your source for EEOC, VEVRAA/JVA and OFCCP compliance support!

VetJobs is sponsored and partially owned by the Veterans of Foreign Wars

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Our job is to make you look good in your job!

VetJobs is a Service Disabled Veteran Owned Business

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CONTENTS

Meet Today's Military.....	2
Why Hire a Veteran.....	3
VetJobs Overview.....	4
Importance of Using a Niche Employment Site.....	4
Benefits of a Flat Fee Site.....	5
Benefits to Using VetJobs.....	5
VetJobs Reach into the Military Candidate Market.....	6
Philanthropy.....	6
How VetJobs Reaches the Military Candidate Market.....	7
Demographics of Candidates.....	8
State of the Art Metrics System.....	9
OFCCP Real Time, On-Demand Compliance Support.....	10
VetJobs Customized Solutions for Employers.....	11
Site Statistics.....	11
VetJobs Candidate Resume Database.....	12
Security Clearances.....	14
Case Study.....	12
VetJobs Success Stories.....	11
VetJobs Members.....	14



Meet Today's Military

The United States military is the **world's largest technical training school** with over 220 occupational specialties. Why is today's military so technical? In 1972 the military became an all volunteer force. Since then the active duty forces have been reduced from 3.8 million people to 840,000. **The military replaced bodies with education and technology!** The impact to America of an all volunteer military is staggering. In 1970, one in ten people working in America had served in the military. Today it is one in 250 and growing! America has had two generations of people who have had no association with the military. The majority of the American population does not truly understand what the military candidate has to offer. There are a total of 2.1 million people in the military defending the United States population, or roughly .78% defending the other 99.22%.

Relevant information about the military today includes:

- The military is the premier training ground for leaders with high ethical standards!
- In 1970, less than 1% of all the enlisted personnel on active duty had any exposure to college. Today, over 30% on active duty have a college degree (AS/BS) and 1% has a masters or doctorate! The number with a degree rises to 60% if you include the National Guard and Reserve!
- The military is the most drug free workforce in the United States!
- Military personnel receive the strongest training possible for a job to ensure success in their mission.
- 92% of active duty military in the United States use computers at their places of duty and 40% of military personnel have job assignments that involve information resource management.
- The military is the most diverse workforce in America in terms of ethnicity and religion!
- 60% of those working in the defense industry originally obtained their security clearance in the military!
- 90,000 to 100,000 active military personnel transition off active duty each year. Annually, over 120,000 National Guard personnel come back to the US from overseas deployments with a large percentage looking for a job.

When once asked at a CEO conference why a company should hire veterans, VetJobs' president answered: How many of the vice presidents in your company manage a \$30,000,000 budget, lead 18 people - that is a good ratio of people to money - go through three months of extensive training to learn their equipment, and if they make a mistake they will take the City of Jacksonville off the face of the earth? I just gave you the basic job description of a weapons officer on a frigate in Mayport, Florida, who also has several other collateral duty assignments. And by the way, she turns 23 next month!

Meet today's military. This is not the military of World War II, Korea or Vietnam. It is the most highly trained, technically capable; ethnically diverse and teamwork oriented work force in the world today!

That is why we say... *Veterans make the best employees!*



Why Hire a Veteran

Proven Leadership: Veterans were put into leadership roles at early stages of their time in the service. The real world and often battle proven leadership developed in the military is well beyond that of a person in a civilian job.

Mission Focused: Every member of the military is used to working in an environment that is focused on the mission at hand. They are not clock watchers. They are focused on what it takes to be successful in their mission.

Team Players: All members of the military are used to working in a team environment. Some teams are small, others very large, but all members of the team know their individual efforts support the team in reaching the objective.

Work Ethic: The work ethic of veterans is unparalleled due to the need to depend on each other for their lives. Every military person knows that their life and success depends on their team mates. At a time when many employers are concerned that Generation Y candidates are self-absorbed, too Independent, want everything now and expect praise for little or no work, the same age candidates coming from the military are noted for their ability to take orders, manage tasks, lead others, are disciplined team players, technologically savvy, can be educated and are smart! As a result, the work ethic of veterans is vastly stronger than the normal civilian work ethic.

Training and Education: Today's military veteran has been trained in nearly every occupation imaginable, with a strong emphasis on technology. Most of the training schools of the military that teach technology, leadership, sales, management and operations surpass those available to civilians.

Immediate Contributor: Veterans, through their proven experiences in the military, become valuable contributors from day one of employment. Veterans are used to being challenged, encouraged to demonstrate initiative, think quickly on their feet and give recognition for performance to those who earn it.

Background Checks and Security Clearances: Over 90% of those in the military have had background checks for various levels of security clearances. When you hire a veteran, they are less likely to become a risk to your operation. And if your company requires security clearances, a veteran can save you a great deal of money on special background investigations as a transitioning veteran can be transferred in status.

Government Paid Relocation Assistance: When leaving active duty, veterans are given government paid relocation.

Tax Credits: The Veteran Opportunity Tax Credit is available to employers that hire military veterans.

Companies with Prior Military CEOs Perform Better: *Military Experience and CEOs: Is There a Link?* published by Korn/Ferry and the Economist Intelligence Unit found companies lead by CEOs with a military background have outperformed the S&P 500 Index by as much as 20% over the past three, five and 10-year periods. Prior military CEOs tend to last longer in the job and ex-military CEOs provide an average annual shareholder return of 21% versus 11% for the S&P 500 Index during the same time frame.

Attitude: Military candidates have a **CAN DO** attitude!



VetJobs Overview

Background

VetJobs was founded in 1999 in a market with over 40 direct competitors and has grown to be **the** leading career site used by transitioning military, veterans and their family members seeking career opportunities as well as employers who want to hire veterans and transitioning military. VetJobs was launched on Veterans Day, November 11, 1999 at 11:00 AM. This harkens to Armistice Day marking the end of World War I on the 11th hour, of the 11th day of the 11th month. **There are many imitators, but only one VetJobs!**

Now in its sixteenth year of operation, VetJobs is universally recognized as the leading Internet employment site used by employers for reaching the 10.3 million veterans currently in the work force, as well as the 100,000 plus active duty military personnel who transition each year, the 120,000 plus members of the National Guard and Reserve who rotate back to America each year, and their family members.

If you seek candidates with **diversity, leadership skills, technical skills, security clearances** and who have **verifiable work backgrounds**, you will find them in a military veteran. VetJobs is an excellent source for candidates in information technology, program and project management, sales, linguists, logistics, transportation, human resources, insurance, construction, manufacturing, engineering, finance, healthcare, accounting and senior executives.

Recognitions

VetJobs has consistently been recognized as one of the top ten recruiting sites on the Internet out of 100,000 career sites. VetJobs has received the prestigious **WEDDLE's User's Choice Award** twelve years in a row; selected as a **Top Ten Hot Recruiting Site** by Workforce Management Magazine; **AIRS** top recruiting site; the only military site to receive the **AOL Hot Job Site** and the only military employment site selected by **Reader's Digest, BusinessWeek and the US Chamber**. **These recognitions clearly mark VetJobs as the dominant military related employment site on the Internet!**

The military today represents the most diverse work force available. Consequently, VetJobs is a leading **diversity site** with highly trained, bi-lingual candidates. **VetJobs is an appropriate employment service delivery system for EEOC, VEVRRA/JVA and OFCCP compliance support!**

Since over 60% of the employees working in the defense industry originally obtained their security clearance while in the military, VetJobs is a major source for candidates with clearances, particularly at the **Top Secret, Special Compartmented Information (TS/SCI) with polygraph level**.

Importance of Using a Niche Employment Site

As on-line recruiting continues to move towards more specialized markets, the effectiveness of the comprehensive sites and aggregator sites continue to diminish. A survey of 3,900 human resources managers found that **84% identified their best candidates from niche employment sites!** And a WEDDLE's survey found **69% of candidates expected to find their next job using an internet employment site!** A Booz Allen Hamilton year long survey designed to determine the recruiting practices of 73 of the largest employers found that over half of the new hires came from the Internet! 51% of the employers intend to use niche employment sites!



Benefits of the VetJobs Flat-Fee Approach

VetJobs uses a flat-fee rate structure. This structure gives member employers **predictable expenses**, no matter how many candidates they hire, how many recruiters use the site or company locations. VetJobs does not have continual add-on fees or up-charges to increase your costs.

Benefits of a flat fee structure include:

- Unlimited job postings
- Unlimited refreshing of jobs
- Unlimited editing of jobs
- Unlimited number of HR/recruiters (seats) within a company
- Unlimited access to the resume database
- Unlimited use of batch, FTP job loading systems

Benefits of Using VetJobs

- VetJobs has the **strongest brand name** in the military and veteran community!
- **OFCCP** real time on-demand compliance support at a reasonable cost, including delivery of job postings to state workforce sites and providing screen shots.
- VetJobs is an appropriate employment service delivery system to provide **EEOC, VEVRAA/JVA** and **OFCCP** compliance support!
- State-of-the-art job metric system that provides week-to-date, month-to-date and year-to-date metrics on job postings and banner advertisements.
- Batch Upload program for job delivery by XML or FTP.
- Job scraping for those clients who want do not have a job delivery system
- H1-b, F1-b free resume database. The resumes in the vetted VetJobs database are from candidates actively searching for a job.
- The VetJobs system was designed with security as a priority. The system is hosted on dedicated VetJobs Internet servers, not shared in a public Network Operating Center. VetJobs has built in redundancy with a 99.999% up time.
- The targeted human capital solution that is offered by VetJobs gives you the largest reach into the transitioning military, veteran and National Guard and Reserve market place.

With all this support, you can understand why the philosophy at VetJobs states:

Our job is to make you look good in your job!

Please Note:

-VetJobs is an independent employment site and has no obligations or fiduciary ties to media owners or portal sites. Thus, VetJobs does not compete with its member employers for the employment outcome of the candidates who use VetJobs!

-VetJobs does not aggregate traffic from affiliated sites, niche group sites, job board aggregators, parent sites, VFW sites or use any other means to artificially inflate traffic, jobs or resumes.



VetJobs Reach into the Military Candidate Market

Direct Reach

- VetJobs traffic **750,000 plus average visitors each month**
- The Veteran Eagle **550,000 readers a month**
- VFW & other VSO alliances **2.5 million plus veterans a year**

Active Duty Transitioning Military

- DOD transition center **90,000 to 100,000 transitioning military a year**
- 54 territory & state National Guard **120,000 returning troops a year**

Veterans

- State and federal DOL offices **25,000 a month**
- VetJobs has a very active press campaign that reaches millions of viewers and readers.

TOTAL: VetJobs reach is in excess of 9.5 million veterans a year!

VetJobs has been recognized as the leading military employment site by WEDDLE's, CareerXRoads, AOL, AIRS, Workforce Management Magazine, Internet Inc., Reader's Digest, BusinessWeek and the US Chamber of Commerce. VetJobs is regularly cited and interviewed in the press, including USA Today, 60 Minutes, New York Times, Military Times, PBS Frontline, NPR, CNN and FOX Business News.

Philanthropy

VetJobs mission is to assist transitioning military, veterans and their family members to find employment. In further support of assisting veterans, VetJobs contributes a significant portion of its profits to support veteran related organizations, which include the Veterans of Foreign Wars Foundation, Operation Homefront, Wounded Warriors, Disabled American Veterans, Paralyzed Veterans of America, Wreaths Across America, United States Overseas (USO), Georgia Committee for POW/MIA, Roswell Veterans Center and the Military Order of the Purple Heart. When you as an employer purchase a membership on VetJobs, a portion of your membership fee is going to support veterans in need.



How VetJobs Reaches the Military Market

Targeted Advertising: VetJobs uses targeted advertising to reach the military candidate market. Advertising includes military journals, base newspapers, veteran service magazines, etc. Additionally, VetJobs has partnered with several veteran service organization publications used by active duty military and veterans.

Media Coverage: VetJobs has an active press campaign that creates extensive coverage of VetJobs and its member employers in the national press. Being the leading military employment site, VetJobs management is frequently sought out by print, radio and television programs as subject matter experts. This coverage benefits our members and drives candidates to the web site. Examples are 60 Minutes, PBS Frontline, Military Times, BusinessWeek, etc.

Transition Centers: VetJobs maintains constant contact with the Department of Defense transition centers. The 206 worldwide Department of Defense transition centers and 13 USCG transition centers regularly use VetJobs' materials as a basis for their counseling to transitioning military. **Note: By statute DOD transition centers can NOT make alliances with any organizations but can only refer transitioning military to various resources.**

Veteran Service Organization (VSO) Alliances: VetJobs is exclusively sponsored and partially owned by the **Veterans of Foreign Wars of the United States (VFW)**. VetJobs is the only employment site endorsed by the **Vietnam Veterans of America (VVA)**, (an important endorsement since 50% of the 11 million veterans currently in the work force are of the Vietnam era), **the Association of the US Navy (AUSN)**, the **Veterans of Modern Warfare (OEF/OIF veterans)**, the **Military Order of the Purple Heart (MOPH)**, the **Student Veterans of America, United States Army Warrant Officers Association, The Retired Enlisted Association (TREA), National Guard Association of the United States (NGAUS)** and **Hope4Heroes**. **VetJobs has more VSO endorsements than any other employment site!** Additionally, VetJobs maintains close relationships and alliances with other veteran organizations, intelligence organizations and military spouse networks who then promote VetJobs to their members.

Newsletters: Having been in business over fifteen years, VetJobs reaches hundreds of thousands of veterans and transitioning military through opt-in newsletters that are published monthly. The veteran newsletter is the Veteran Eagle. VetJobs also publishes the Early Eagle (employer newsletter) and the Agency Eagle (recruitment advertising agency newsletter) and the Veteran Employment Situation Report. These newsletters help drive both traffic and customers to the site.

Career Fairs: VetJobs maintains an active presence at major military related job fairs and lists all military related job fairs, including those of competitors, on the VetJobs site.

Department of Labor Coordination: VetJobs maintains close constant contact with state and federal department of labor offices nationwide. VetJobs has an active newsletter campaign to support the LVOP and DVOP representatives in the various labor offices nationwide.

Field Presence: VetJobs maintains an active presence at military bases, functions and Department of Defense events in order to drive candidates to the site.

NGB: VetJobs has a unique relationship with the National Guard Bureau (NGB) and is cited as the resource for National Guard personnel looking for a job on the NGB site. This is important because while 100,000 plus people leave active duty each year, the National Guard also transitions over 120,000 personnel returning to the United States!



Demographics of Candidates

The resume database reflects the diversity of our military (see below information). America's military is one of the most diverse workforces in the country. It represents men, women, and virtually every race and ethnic origin. About 20% of the resume database is transitioning military while the other 80% have been off active duty for one or more years. The educational level of the military is VERY high. For example, in the active duty enlisted ranks, 97.4% hold a high school diploma or GED, versus 82.8% of the civilian population. This percentage goes up dramatically if the Guard and Reserve were to be included.

Here are demographics of the United States military today:

Age of Active Duty Personnel

	<u>Active Duty</u>
18 to 25	45%
26 to 34	30%
35 plus	25%

Force Composition

Active Duty - 1.10 million
 Reserve and National Guard – 1.05 million
 DOD Civilians – 596,920

Marital Status of Active Duty Personnel

53% of all military are married.

Ethnicity of Veterans

African American – 11.1%
 Hispanic – 5.7%
 Native Americans/Alaskan Natives – 0.8%
 Asian/Pacific Islanders – 1.4%
 Caucasian – 79.7%
 Other – 1.3%

Gender of Veterans

Female – 8%
 Male – 92%

Educational Levels of Active Duty Personnel

Officers

Below Baccalaureate Degree	5.85%
Baccalaureate Degree	49.57%
Advanced Degree	39.83%
Unknown	4.76%

Enlisted

No High School or GED	1.00%
High School or GED	99.00%
Other Education Credentials	.83%
1 - 4 Years College (includes AA/AS)	24.70%
Baccalaureate Degree	3.16%
Advanced Degree	.33%
Unknown	.87%

Composition of United States Military:

840,000 active duty forces
 1,000,000 National Guard & Reserve



State-of-the-Art Metrics System

VetJobs offers a state-of-the-art metrics system that provides data regarding posted jobs on a week-to-date, month-to-date and year-to-date basis. The data displays how many times a job has been pulled up in a candidate job search, how many times it was opened and how many times a candidate clicked through to apply via email if appropriate.

The metric data is available to the member real time, on demand, affording the ability to analyze the data and create ratios for job performance analysis, but more importantly to have the data readily available during DOL audits.

The screenshot shows the VetJobs website interface. The top navigation bar includes links for VETERANS, EMPLOYERS, SPOUSE PORTAL, ABOUT VetJobs, MEDIA CENTER, CONTACT US, and HOME. The main content area displays a job listing table with the following data:

	Ref #	Created Refreshed	Title / Location	Search	View	Click	Email	Apply
1	Active	02/22/2012	Marketing Communications Specialist (Content...	WTD 0	0	0	0	0
		02/25/2012	Boulder Colorado West	MTD 74	11	1	0	1
				YTD 74	11	1	0	1

Below the table, there are options to 'Select all on this page' and 'Commands' for job management, including Refresh, Activate, Inactivate, and Delete buttons.



OFCCP Real Time On-Demand Compliance Support

VetJobs provides total OFCCP compliance support to those members who use the resume database. When a customer conducts a search on VetJobs, the data on the search criteria (date, time, search string, resumes returned and resumes viewed, etc) are **immediately** available for review. While DOL OFCCP regulations require the data be stored for two years, VetJobs will always have this data available for member employers. As it is a real time, on-demand system, you can pull your data instantly at any time.

Here is a sample of how the data is presented:

The screenshot shows a Microsoft Internet Explorer browser window displaying the VetJobs.com website. The address bar shows the URL: <http://63.243.14.115/queryView.jsp>. The page features a header with the VetJobs logo and the text "TRANSITIONING?". Below the header, there is a navigation menu with "Admin Menu" and "View Query 'VetJobs Visitor'". The main content area displays search details:

- Employer User:** Ted Daywalt
- Date:** 2007-04-13 00:00:00.0
- Query:** Keywords = 'oracle'
State = 'New York'
- SQL Query:** FROM RESUME JOIN VETUSER ON VETUSER.ID = RESUME.ID AND resume.hold <> 1 AND (CONTAINS (RESUME.*, 'oracle') OR Contains(VETUSER.*, 'oracle')) AND (VETUSER.STATE = 'New York')

Below the search details, there is a table of search results. The table has three columns: "Full Name" and "Viewed?". The first row is highlighted in yellow and shows "John Jensen" with "yes" in the "Viewed?" column. The other rows are not highlighted.

	Full Name	Viewed?
View	John Jensen	yes
View	Jeremiah Dempsey, Jr.	
View	Paul Santore	
View	Dean Brooks	
View	DOUGLAS GINNEGAR	
View	Elizabeth Echevarria	
View	Paul Franco Sr.	
View	Nicholas Garigliano	

NOTE: VetJobs stores jobs posted provided the customer archives the jobs. For those jobs uploaded through the FTP server, the customers should maintain a copy of batches sent via FTP servers for OFCCP audit purposes.

NOTE: VetJobs can provide local outreach of jobs to DOL workforce centers and veteran representatives. VetJobs also has the ability to deliver jobs to state workforce center job boards.

NOTE: VetJobs has the ability to broadcast employer jobs to state workforce job boards. Call for pricing.



Case Study

Maid Brigade posted information on VetJobs, Military.com/Monster.com and other sites. Maid Brigade used **Google Analytics** to track their responses. After seven weeks, here are the responses the company received from the various sources:

Source/Medium	Visits
walletpop.com/referral	813
(direct)/(VetJobs)	556
vjw2.vetjobs.com/referral	257
maidbrigade.com/referral	251
maidbrigadefranchise.com/referral	110
mail.google.com/referral	110
Google/organic	61
franchise.org/referral	48
military.com/referral	44
vetjobs.com/referral	32

In the above information, the 556 direct applicants were attributed to flyers VetJobs distributed at various veteran service organization (VFW, VMW, VVA and AUSN) conferences. The flyers were the only advertised source where candidates had to type in a URL. The 257 vjw2.vetjobs.com and the 32 vetjobs.com were referral accessions directly from the VetJobs site to a Maid Brigade URL.

RESULTS

The combined total for VetJobs is 845. Military.com/Monster.com delivered only 44.

In total, VetJobs delivered 19.2 more applicants than did Military.com/Monster.com.

On the direct site to site referrals where candidates clicked on a hotlink to go to the Maid Brigade promotional URL, **VetJobs delivered 289 versus Military.com/Monster.com 44.**

On site to site referrals VetJobs delivered 6.5 times more applicants that Military.com/Monster.com.

This case study confirms again the effectiveness of VetJobs and how VetJobs dominates the military and veteran market space.



VetJobs Success Stories

Success story from BNSF Railway, Fort Worth, TX

BNSF Railway considers VetJobs to be is an outstanding and essential source of transitioning military and veteran candidates for our hiring pipeline. We have successfully used VetJobs for years and recommend it to anyone looking for quality candidates! - Connie McLendon, Director of Recruiting, BNSF Railway

From Michaels Wilder, Plano, TX

Michaels Wilder considers VetJobs to be a highly reliable and successful site for our many clients. We regularly recommend VetJobs as a career site for clients seeking leaders, managers and individuals with clearances in every conceivable industry. VetJobs has proven itself to be an great resource for our clients! - Mary Chaney, Client Coordinator

Success story from Condition Analyzing Corp, New Jersey

I am sold! We hired our first VetJobs employee in 2003 he is still with us and loves his job. We love working with him and has become a valuable member of our team. Since then we have hired several more from VetJobs each with their own special skills and talents. These folks present to our clients maturity, credibility and a work ethic we seldom see in the commercial world. They in turn receive respect for these qualities and their service to our country. We are pleased that we are able to provide a job where they can expand upon their military training and keep up with technology. I am proud have them represent my company. Put simply this is a good fit between CAC and the ex-navy personnel we have hired from VetJobs. - John McNeil, President, Condition Analyzing Corp

Success story from Rogers Machinery Corporation, Portland, OR

Recently we placed an ad on VetJobs and hired an excellent candidate, Peter J. Noll. We initially interviewed him via telephone as he was transitioning out of the Navy at Norfolk, VA. He came to Portland, OR, in July to finish the interviewing and we hired him. His background is well suited for our Production Technician opening and we expect him to quickly grow into other areas of the company. Thank you for such a fine candidate! Using VetJobs greatly reduces our cost-per-hire and we receive outstanding candidates from your site. We will continue to use VetJobs as it is one of the best and most reasonable sources of quality candidates available! - Martye Haugstad, Technical Training & Recruitment Manager

Success story from Scientific & Commercial Systems Corporation, Falls Church, VA

This is to say thank you for the level of interest from VetJobs candidates generated from our last job posting. We hired a person from the 20 plus responses that we received. As expected, some were more qualified than others, but overall, the quality of resumes submitted by candidates responding through VetJobs was superb! We will definitely continue to use VetJobs! - Lonnie B. Williams, Senior Vice President

Success story from NCI Information Systems, McLean, VA

NCI Information Systems views VetJobs as an integral part of our candidate sourcing. As we need strong candidates with leadership and technical experience as well as candidates with high end security clearances, VetJobs has proven itself to be one of our top sources of candidates. Anyone seeking top candidates with military experience should use VetJobs! - Karen Teele, Senior Corporate Staffing Manager



VetJobs Members

VetJobs has thousands of employers who have used the site. Representative companies include:

- Akamai
- Alaska State Troopers
- American Red Cross
- ARINC
- Balfour Beatty
- Bank of America
- BNSF Railway
- Boeing
- British Petroleum
- CACI
- California Department of Corrections
- Carnegie Hall
- Caterpillar
- Central Hudson Gas & Electric
- Central Intelligence Agency
- Chenega
- ChevronTexaco
- Citigroup
- City of Marietta
- CPS HR
- CSX Transportation
- Defense Intelligence Agency
- Disabled American Veteran
- DynCorp International
- Earth Tech
- Eli Lilly
- EnSafe Environmental
- GE Aircraft Engines
- General Dynamics
- General Motors
- Georgia Pacific
- Government Services Administration
- Hain Celestial Group
- Hallmark Channel
- Home Depot
- Humana
- ICE
- IRS
- Johns Hopkins University
- Keane, Inc
- Kelso-Burnett
- KIA Automotive
- Kraft Foods
- L-3 Communications
- Lee Memorial Healthcare
- Matson Navigation
- ManTech International
- Military Sealift Command
- National Geospatial-Intelligence Agency
- NavMar Applied Science Group
- NCI Information Systems
- Nextel
- Nokia
- Northrop Grumman
- Oracle Consulting
- Olgoonik Logistics
- Owens Corning
- Portland General Electric
- RR Donnelley
- Raytheon
- Rockwell Automation
- Rogers Machinery Company
- SAIC
- Scientific & Commercial Systems Corporation
- SGT
- Stantec
- TAD PGS
- T-Mobile
- TSA
- Turner Properties
- Unisys
- United Airlines
- United Parcel Service
- USIS
- US Air Force
- US Army Recruiting Command
- US Customs & Border Patrol
- US Immigration & Customs
- US Navy Recruiting Command
- US Secret Service
- US State Department
- VHA, Inc
- Walmart
- World Wildlife Fund